PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, NY 10017

TO: Yvette Robinson **DATE:** March 12, 1996

FROM Maria Medina

SUBJECT: Parliament Metro Phone Card Report

Below is an updated view of the calling usage on the Parliament Party Zone VIP promotional calling card:

Month	Calls Made	Units Used
Oct.-95	99	318
Nov.-95	1,304	4,560
Dec.-95	2,850	10,831
Jan.-96	523	1,630
Total	4,776	17,339

Total units originally available for this offer:	114,900
Total units returned as unused:	56,120
Total units distributed:	58,780
Total units used through 1/96:	17,339
Percentage usage on distributed cards:	29.5%
(each unit represents a minute)	

This level of usage represents a relatively high-level of consumer usage and involvement for a low-denomination, multi-purpose promotional card.

cc: R. Gotti
E. Moore
S. Rafferty
L. Steen

2041962333

Source: https://www.industrydocuments.ucsf.edu/docs/gspn0004